PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

To: Jose Fontanez **Date:** October 28, 1993

From: J. Yvette Robinson

Subject: **1993 Benson & Hedges Blues and Rhythm Wrap-up**

This will provide an evaluation of the 1993 Benson & Hedges Blues and Rhythm sponsorships/concerts.

OVERVIEW

The program successfully met the brand objectives by negotiating visibility for B&H Special Kings (for 1/2 of the year) at Black Expo USA events in 9 key brand markets with additional Expos/Events in 10 other key markets. The program activities featured on-site retail store sales, major brand signage, and data-base name generation.

OBJECTIVES

- Original direction from brand - introduce and heighten emphasis for the new B&H Special Kings brand by sampling 25-34 year old smokers.
- Stimulate product purchase.
- Initiate product trial among competitive menthol smokers.
- Sell product on-site via exhibit booth or van.

STORE SALES/NAME GENERATION

To date, Benson & Hedges has sold over 160,000 units. Over 76,000 names were generated for database input through smoker surveys cards.

SMSI participated in 5 events. SMSI's involvement consisted of the following:

- name generation
- B1G1F coupons
- incentive giveaways

Although Special Kings was available for purchase, very few requests were made, if any.

CONCERTS

Four major Benson & Hedges Blues and Rhythm concerts were featured: one at Indiana Black Expo, and three for Black Expo USA; Houston, Tx; Philadelphia, Pa.; and Richmond, Va.

Attendance for the Houston concert was approximately 7,000; Philadelphia-7,000; Richmond-11,000 (**SOLD-OUT**); and Indianapolis-40,000.(BAD WEATHER CONDITIONS).

2042389757

Source: https://www.industrydocuments.ucsf.edu/docs/ssgm0004

ADVERTISING

A total of 80 Benson & Hedges Blues and Rhythm Concert insertions were executed. The concert ads were placed approximately 8 weeks prior to the event in a total of 22 African-American newspapers.

CONCERT PUBLICITY

In addition to our advertising effort, an inclusive publicity effort was initiated with a total of 14 articles/mentions.

Local highlights/mentions included Houston Informer & Texas Freeman; Philadelphia Daily News, Tribune, New Observer, Bucks County Courier Times, and Scoop USA; Indianapolis Indiana Herald, Gary Info, and Recorder; Richmond Times-Dispatch

National highlights/mentions included Billboard.

PROGRAM EVALUATION/RECOMMENDATIONS

Participation at the expos has been good. However, we need to develop something exciting to attract consumers to the exhibit booth. Additionally, I recommend changing exhibit booth position in the convention centers, i.e., the exhibit booth needs to stand out. Either by design or positioning or both.

The possibility of a raffle every hour or every 3 hours might be an attention grabber. The raffle prize should be something that everyone would want, i.e., a B&H Blues and Rhythm Stadium Jacket or a B&H Blues and Rhythm Jogging Suit, etc.

Although it has been recommended that the B&H B&R concert series will not happen in 1994, I recommend that we continue leveraging the B&H music equity. And continue to generate excitement among consumers, as we have recently discovered. (Richmond Times-Dispatch).

At the exhibit booth, I recommend we use only one agency to execute all of our needs at each event (booth only). The addition of SMSI at our indoor events was confusing to the consumer. With Phoenix Marketing manpower and SMSI manpower there was an overage on manpower at the events This created a crowded 10" x 20" exhibit booth.

MATERIAL RECOMMENDATIONS

As we have discussed for the last 3 years, B&H needs quality incentives. CMP and Phoenix Marketing recommend that **premium** incentives items, i.e.., T-shirts with color (1992 T-Shirt) flashlights, duffle bags, etc. would generate additional pack sales.

Let me know if you have any questions or need further information.

jyr/me

cc: I. Broeman
M. J. Gennaro
E. Moore

2042389758

Source: https://www.industrydocuments.ucsf.edu/docs/ssgm0004